

A series of horizontal bars of varying lengths and colors (teal, blue, and dark blue) are positioned on the left side of the slide, creating a modern, abstract background element.

Addressing the Analytics Skills Gap

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SAS EMEA



The industry has a problem...

....And it isn't technology



The Data Science Skills Gap in Numbers



33%

Departing employee's annual salary spent on recruiting a replacement

Employee Benefit News



2 Years

Average tenure for Data Scientists in a role

Burtch Works report



1.5-2m

Global Data Science Jobs unfilled today

IDC report



11.5m

Data Science Roles needed by 2026

WEF 2021

SAS conducted a research survey of UKI and US SAS customers



METHODOLOGY

Online via a combination of customer databases and free found customers



AUDIENCE PROFILE

111 decision makers for employee hiring at businesses using SAS data science products



FIELDWORK DATES

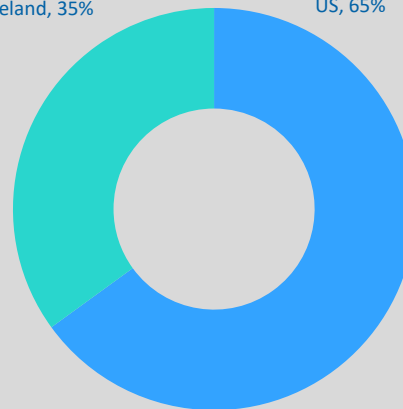
24th Nov 2021 – 30th March 2022



GEOGRAPHY

UK/Ireland, 35%

US, 65%



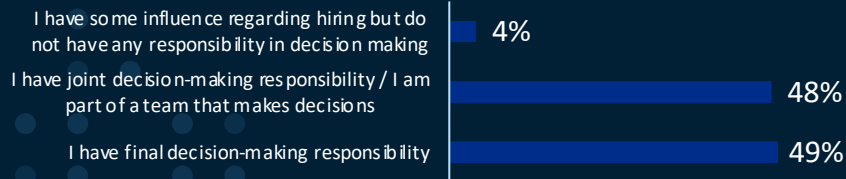
Audience profile

Number of employees

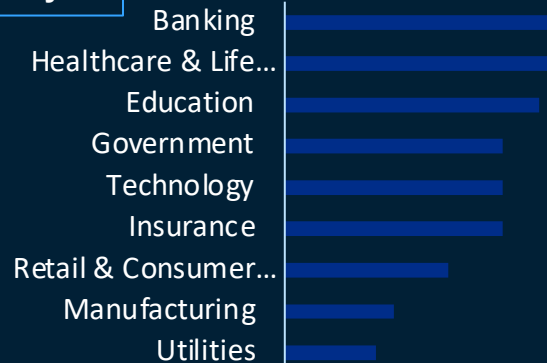
Average:
27,887



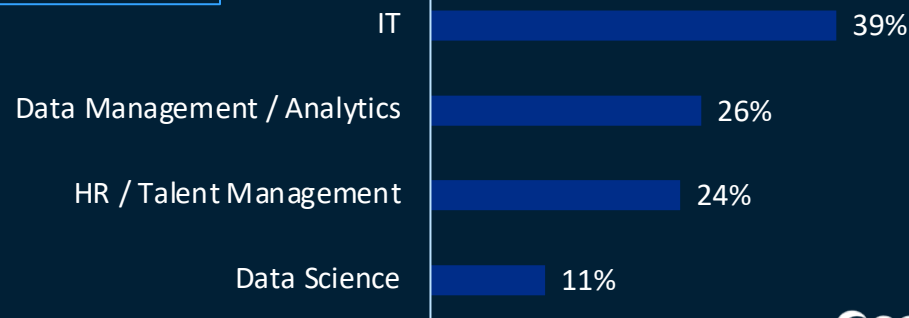
Decision making



Industry



Department



What is being done about it?

- 74% plan to train/upskill existing staff
- But significant barriers
 - Two-fifths say senior management reluctant to invest (as people they've trained would go elsewhere)
 - Quarter say lack of motivation among staff (as overworked / too many existing commitments)
- Nearly half plan to work with academic institutions – even though this will help, graduate numbers not sufficient to fill all the vacancies
- Organisations putting more value on non-university qualifications
 - Relevant courses (72%)
 - Industry accredited courses (62%)
 - Compared to university degrees (62%)



How can
SAS Customer Education
help?

How SAS Customer Education Adds Value to your Organisation

GAIN

SAS' strong Links to 946 Academic Programmes globally helps find the brightest Data Science Talent

TRAIN

Clear Understanding of Learning Needs of organisation

High quality, role-based skills development & onboarding

RETAIN

Profession Career Paths mapped out for Data Practitioners

Access to learning and mentoring at the right time and in the right place

SAS Education Capability

Up to date skills enable you to exploit investment to its fullest extent

Relevant application of new skills to business processes

Best practices applied universally across your organisation

Staff happier in their roles – clear sight of career progression & knowledge of latest tools / techniques

Training opens up high-value roles to more diverse talent pool

Change Enabled



Deliver full Business Case of projects

Meet financial targets of organisation: Revenue, Cost



Reduce attrition rate

Increase Staff Satisfaction

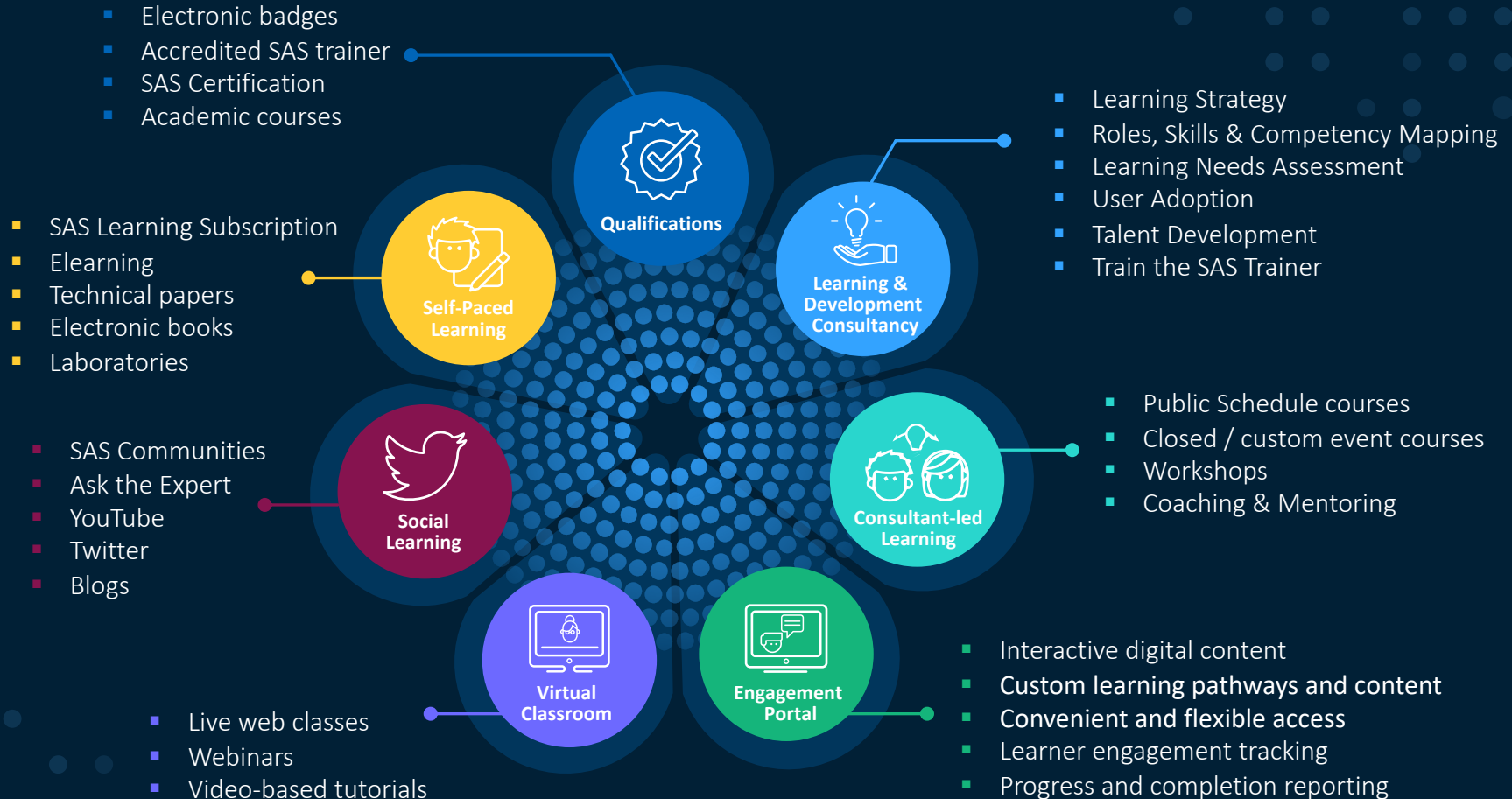


Increased efficiency reduces need for future recruitment

Reduce talent acquisition and retention costs of organisation

Benefit





Inspiring careers real world opportunity

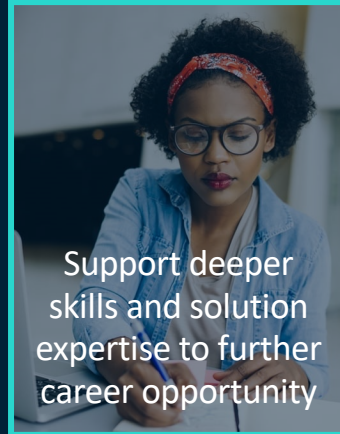
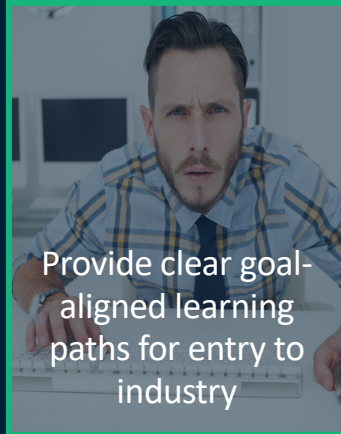
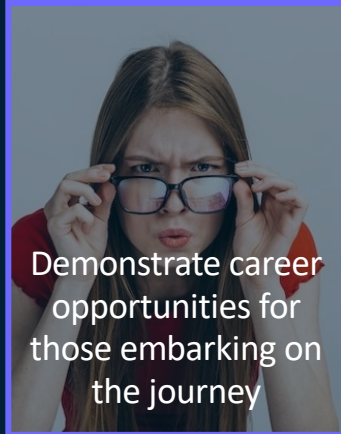
How can we increase the pool of talent as the world races to reskill

Unaware

Curious

Intent

Progressing



SAS and reach to new talent

Unparalleled reach into Academic Institutions

440,000

Users of
On-Demand
for Academics

Viya Platform for Students – Annual
Use of platform by students and
learners for hands-on activities

Opportunity to showcase the use
of SAS within the industry with
health-related use cases

15,000

Users of Skill-
Builder for
Students

Introduced in 2021 – Resource for
learning materials aligned to academic
curriculums.
15k users in 2022 from 2.5k
Institutions

Create stories from the Industry
on the use of SAS for additional
course materials and extra
learning

150

SAS
Specialisations

Introduced in 2022 – minimum
requirement of 150 hours of training
aligned to subject matter in a
curriculum.
New Universities signing up monthly

Provide industry-specific content
and use-cases. Deep Learning
within target faculties,
opportunity for co-badging and
support

Building Centres of Excellence for Joint Success



Specializations

- Integrate SAS more in Academic Programs by adding new SAS Specializations and thought leadership



Talent Connection

- Help the Universities place talent in companies, with the skills needed for success



Incubation Support

- Use of SAS for support in Incubation Ensuring startups have the tools and structure to scale to enterprise



Train the trainer

- Train Institution's instructors, building local language capabilities in this rapid growth territories



Partner in Education Delivery

- Enable Institution to be SAS Education Delivery Partner in territory



Brand Empowerment

- Build a strong presence for both SAS and the University in the market among business leaders and lobbyists

Corporate Social Responsibility

Enabling economic and social mobility through education and learning



SAS UK's nominated charity aims to level the playing field of opportunity so every child can achieve their full potential. Young people from disadvantaged backgrounds discover what they are amazing at, develop employment skills and take the first step into the world of work.

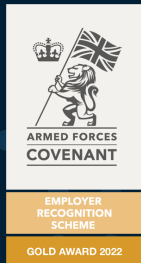
As well as fundraising activities, the SAS Future Analysts programme enables SAS staff, customers and partners to volunteer in schools and colleges to provide insights into analytics and experience as data practitioners.

Register your interest at <https://zfrmz.com/N944c4Yo43AXh2iLihaj>.



The data and analytics skills gap costs UK business £2billion every year. The SAS STEP programme provides jobseekers with free data literacy, data engineering, data analyst and data science skills for in-demand and links to employers with current job vacancies.

This multi award winning programme aims to train 10,000 people in the UK and Ireland by 2024.



SAS is proud to support its military customers in the UK. Our Human Resources policies provide ten days paid leave for Reservists' training, work experience secondments, guaranteed job interviews, flexible working policies, support for forces' family members, career coaching and mentoring.

SAS' customers, partners and suppliers are encouraged to sign the Armed Forces Covenant.

Military personnel transitioning to civilian life receive free and heavily discounted SAS and analytical skills training.



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Thank You

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